

07/01/00  
JC843 U.S. PTO

07-03-00 A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber and Scott Ferber

Serial No.: not assigned Group Art Unit:

Filed: Herewith Examiner:

For: **OPTIMAL INTERNET AD PLACEMENT**

Commissioner for Patents  
Box PATENT APPLICATION  
Washington, D.C. 20231

Dear Sir:

Enclosed please find the following:

1. Specification, abstract and claims (1 independent, 0 dependent, 1 total) (38 pages);
2. Informal drawings (8 figures, 8 sheets);
3. Declaration and Power of Attorney (unsigned);
4. Verified Statement Claiming Small Entity Status - Small Business Concern;
5. Verified Statement Claiming Small Entity Status - Independent Inventor;
6. One check in the amount of \$345.00; and,
7. Certificate of Express mailing.

The Commissioner is hereby authorized to charge any fee deficiency, or credit any overpayment, to Deposit Account No. 18-1579. The Commissioner is also authorized to charge Deposit Account No. 18-1579 for any future fees connected in any way to this application. Two copies of this letter are enclosed.

Respectfully submitted,



Christopher B. Kilner, Esq.  
Registration No. 45,381  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900

07/01/00  
JC854 U.S. PTO  
09/610197

CERTIFICATE OF EXPRESS MAILING

Express Mail Mailing Label Number EL634799263US

Date of Deposit: June 30, 2000



I hereby certify that the patent application of John B. Ferber and Scott Ferber for **OPTIMAL INTERNET AD PLACEMENT** including the specification, abstract, and claims (1 independent, 0 dependent, 1 total) (38 pages); informal drawings (8 figures, 8 sheets); declaration and power of attorney; Verified Statement Claiming Small Entity Status - Small Business Concern; Verified Statement Claiming Small Entity Status - Independent Inventor; and a check in the amount of \$345.00, are being deposited with the United States Postal Service for "Express Mail" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to the Assistant Commissioner for Patents, Box Patent Application, Washington, D.C. 20231.

A handwritten signature of Christopher B. Kilner.

Christopher B. Kilner, Esq.  
Registration No. 45,381  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber and Scott Fe.

Serial No.: not assigned Group Art Unit:

Filed: Herewith Examiner:

For: OPTIMAL INTERNET AD PLACEMENT

JCE54 U.S. PTO  
09/610197  
07/01/00

1. Specification, abstract and claims (1 independent, 0 dependent, 1 total) (38 pages);
2. Informal drawings (8 figures, 8 sheets);
3. Declaration and Power of Attorney (unsigned);
4. Verified Statement Claiming Small Entity Status - Small Business Concern;
5. Verified Statement Claiming Small Entity Status - Independent Inventor;
6. One check in the amount of \$345.00; and,
7. Certificate of Express mailing.



\*EL634799263US\*

**POST OFFICE  
TO ADDRESSEE**



**EL634799263US**

ORIGIN (POSTAL USE ONLY)		
PO ZIP Code	Day of Delivery	Flat Rate Envelope
	<input type="checkbox"/> Next <input type="checkbox"/> Secnd	—
Date In	Postage	
Mo. Day Year	<input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM	S
Time In	Return Receipt Fee	
AM PM	<input type="checkbox"/> 2nd Day <input type="checkbox"/> 3rd Day	
Weight	Int'l Alpha Country Code	COD Fee
lbs. ozs.		Insurance Fee
No Delivery	Acceptance Clerk Initials	Total Postage & Fees
<input type="checkbox"/> Weekend <input type="checkbox"/> Holiday		S

DELIVERY (POSTAL USE ONLY)		
Delivery Attempt	Time	Employee Signature
Mo. Day	<input type="checkbox"/> AM <input type="checkbox"/> PM	
Delivery Attempt	Time	Employee Signature
Mo. Day	<input type="checkbox"/> AM <input type="checkbox"/> PM	
Delivery Date	Time	Employee Signature
Mo. Day	<input type="checkbox"/> AM <input type="checkbox"/> PM	
Signature of Addressee or Agent		
X		
Name - Please Print: X		

METHOD OF PAYMENT: Express Mail Corporate Acct. No. <b>X221510</b>		<input type="checkbox"/> WAIVER OF SIGNATURE (Domestic Only): Additional merchandise insurance is void if waiver of signature is requested. I wish delivery to be made without obtaining signature of addressee or addressee's agent (if delivery employee judges that article can be left in secure location) and I authorize that delivery employee's signature constitutes valid proof of delivery.	
Federal Agency Acct. No. or Postal Service Acct. No.		<input type="checkbox"/> NO DELIVERY <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday      Customer Signature	
FROM: (PLEASE PRINT)	PHONE ( )	TO: (PLEASE PRINT)	PHONE ( )
<b>ROBERTS ABOKHAIR &amp; MARDULA</b> <b>11800 SUNRISE VALLEY DR</b> <b>STE 1000</b> <b>RESTON</b> <b>VA 20191-5302</b>		<b>COMMISSIONER FOR PATENTS</b> <b>BOX PATENT APPLICATION</b> <b>WASHINGTON, DC</b> <b>20231</b>	
<i>Adv.com/ek</i>			

Mailing Label  
Label 11-F  
July 1997

PRESS HARD

You are making 3 copies.

FOR PICKUP OR TRACKING CALL 1-800-222-1811 [www.usps.gov](http://www.usps.gov)



Roberts Abokhair & Mardula, LLC

003830

DATE : Jun 30/2000  
CHE # : 3830  
AMOUNT: \$345.00  
ACCOUNT: GENERAL - 1  
PAID TO: Director of Patents and Trademarks

JCE54 U.S. PRO  
09/610191  
07/01/00



Filing Fees

Filing Fees - application-Ad Placement

**Roberts Abokhair & Mardula, LLC**  
**OPERATING ACCOUNT**  
PH. 703-391-2900  
11800 SUNRISE VALLEY DRIVE, STE 1000  
RESTON, VA 20191

BANK OF AMERICA 68-1/510 VA  
4505 CHECK NO.

3830  
003830

Three Hundred Forty Five \*\*\*\* 00/100

**PAY TO THE ORDER OF**

Director of Patents and Trademarks

DATE AMOUNT

Jun 30/2000 \$345.00

Filing Fees - application-Ad Placement

*Maurice K. Horne*

"003830" 10510000171004112932428"

Roberts Abokhair & Mardula, LLC

003830

DATE : Jun 30/2000  
CHE # : 3830  
AMOUNT: \$345.00  
ACCOUNT: GENERAL - 1  
PAID TO: Director of Patents and Trademarks  
Filing Fees - application-Ad Placement

G/L ALLOCATION

5251 : 345.00